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RICHMOND PROGRESS

"The Friendly Newspaper That Dares to Tell The Truth"

Democratic, a Newspaper that stands solidly behind President Roosevelt and the New Deal

SIXTH YEAR | Richmond, California, Monday, June 6, 1938 | NUMBER SEVENTEEN

Anthony Reggiardo Will Run for Sheriff

NORTHWARD, HO?

—o—

Whether or not it is true that those who are in charge of the vice and the gambling concessions have seen fit to move them northward from the county line we do not at present know but expect to find out.

More next week.

—o—

One thing IS true. If you see it in the PROGRESS, it's right!

MORE OF THE SAME

We always felt, somehow that it was too good to be true.

After inspecting, along with about 6,700 others in Richmond and about 16,000 others in San Francisco, the new $2,000,000 de luxe Golden Gate Limited streamlined trains and busses of the Santa Fe—noting that the round trip to Los Angeles was but $9.50—we woke up to find that the obstructionist Southern Pacific had appealed to the California Supreme Court, seeking to deny the allegations and eat the alligators, on the grounds that they could not stand the competition!

What kind of a sales argument is that for the SP, anyway? Looks to us that what is needed is a lot of that "rugged individualism" that Ex-President Herbert Hoover is always talking about.

Anyway, the progressive Santa Fe is delayed in the inauguration of the new service until June 22d. Maybe later.

In The WEEK'S NEWS

LITTLE UNEMPLOYMENT was the report made by David J. Gray, President of the Latin American Company International Correspondence Schools, shown during a stop at Santiago, Chile. He traveled 20,000 miles by air visiting principal industrial centers to study conditions.

ASKS JOBS FOR ALL NEEDY—Harry Hopkins, Works Progress Administrator, as he told the Special Senate Committee on Unemployment and Relief that an expanded Works Program could provide jobs for all needy employables.

WORKS ON 76th BIRTHDAY—Charles Evans Hughes, Chief Justice of the United States Supreme Court, leaving his home on his 76th birthday, for the Supreme Court Building, where he passed the day working as usual.

WOMEN'S NATIONAL GOLF CHAMPIONSHIP—Miss Eleanor Lum, from Madison, N. J., carried off the National Women's Amateur Small Bore Championship. Miss Lum scored 399 out of a possible 400 shots.

MODERN LIGHT WIZARD—Putting more light hours in electric bulbs for street and industrial use has put Maxwell M. Silofsky, president of Dura-Test Corporation, in the place of largest independent manufacturer in the business. His rapid climb has attracted national attention. He is now starting to make bulbs for home use.

SUN COAT—Bright and [illegible] this printed cotton [illegible] Dorothy Moore, [illegible] Radio starlet. The colorful [illegible] print in beige, [illegible] also fashions the sun bonnet [illegible] its open crown.

Popular World War Veteran Files for Law Enforcement Post

STEVE NEILSON BACKS HIM

Announcement Comes Suddenly as Major Factor in the '38 Campain

MARTINEZ, June 6—At 2:30 p.m. today Anthony Reggiardo filed his candidacy for the office of Sheriff of Contra Costa county. Shortly before, he had wired in his resignation to the State Board of Equalization as the county head of liquor control division of that body.

Behind the news is a dramatic story of modern day Damon and Pythias.

Lifelong friends, Anthony Reggiardo and Steve Neilson, had had ambitions, like other brilliant young men long in the public eye, of some day becoming the sheriff of the county in which they have lived for many years.

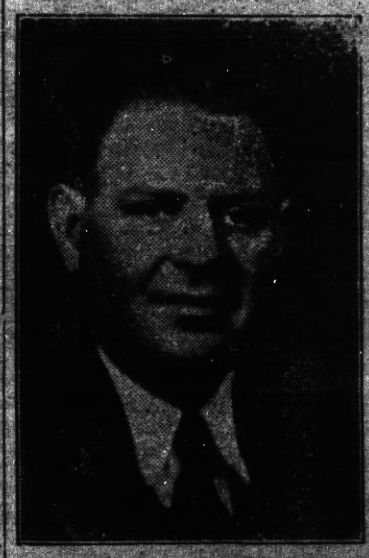
As late as last Friday afternoon the roles had been reversed, at that time it was Reggiardo—"Tony" to the thousands who know him well—who had agreed to withhold his candidacy in favor of "Steve."

In the interim an intensive survey was made concerning the possibilities of success of either of the two in their challenge of the incumbency of Sheriff John A. Miller and a caucus of their friends met with Tony and Steve to canvas the results of the survey.

It seemed then that Tony's chances were better. Tony reconsidered. Steve acquisced. And the papers were filed.

No announcement by Mr. Reggiardo of his platform has as yet been made today, though it is expected he will fire his opening gun of the campaign at the meeting of the Democratic Club No. 1 in Richmond this evening.

He is a life long Democrat which if party registraitons are to count in this non-partisan race, would give him a big edge over the incumbent, Sheriff Miller, who is a life long Republican. Mr. Reggiardo is a real World War veteran, having been awarded the Distinguished Service Cross for valor and bravery far beyond the line of duty in action, and should poll practically a unanimous "veteran vote." He is a native American, adequately equipped for the office to which he aspires, and our guess is that the forthcoming race for Sheriff will be a "hummer."



STEVE NEILSON

Well known Contra Costa war veteran who passed up his chance to become sheriff in favor of his friend, Anthony Reggiardo who filed his candidacy for the office today in Martinez.

DEATH OF JAMES BLY

One of the oldest pioneers of Point Richmond passed away Monday at his scenic home on Golden Gate Avenue, where he had built himself a small castle with a tower looking out over the Golden Gate.

Here at the Point in practically the same surroundings he reared a family, and although he was interested in a ranch he always returned to his home for week-ends and later he was here permanently.

Mr. Bly was born in New Bedford, Mass., and came to Richmonr with the Standard Oil Company in 1900, and retired therefrom in 1931. His wife, Henriétta S. Bly, who for many years was a very active club worker here, especially in W. C. T. U. circles, died a few years ago, leaving him alone in his hill top home.

He was a member of the local Lodge of Moose and the Knights of Pythias.

Surviving him are two daughters, Mrs. Anna W. Nahmens of Palo Alto, and Mrs. Ethel D. Anderson of Richmond. Five grandchildren and 13 great grandchildren.

News Review of Current Events ★

EUROPEAN WAR AVERTED

Britain, France and Russia Would Not Stand for German Aggression Against the Czechs

Here is an armored car detachment of Czechoslovakia's up-to-date army which was sent to the frontier to meet the threats of aggression by Fuehrer Hitler's troops that were massed on their side of the border.

Edward W. Pickard
SUMMARIZES THE WORLD'S WEEK

© Western Newspaper Union.

On the Verge of Hostilities

GERMAN and Czech troops by the thousands were massed on the frontier between the two countries. President Benes of Czechoslovakia and his cabinet decided to call 70,000 reserves to the colors. Poland assembled armed forces close to the Slovakia border. Hungary was reported to be taking "certain military measures." France was ready to defend her ally, Czechoslovakia, against Nazi aggression, and there was assurance that Great Britain and Russia would come to the aid of France if she were attacked without provocation.

President Benes

No wonder the governments of Europe were desperately worried by such a critical condition.

Hitler must have realized that the time was not ripe for aggressive action against the Czechs, for German authorities in Berlin solemnly assured Dr. Vojtech Mastny, Czech minister to Berlin, and the Czech military attache that Germany planned no military expedition against Czechoslovakia. This eased the situation somewhat, but the British cabinet continued to urge Benes and his government to make all possible concessions to Hitler concerning the demands of the Sudeten German minority. It was believed the Fuehrer would ultimately get about everything he wants from the Czechs without a fight. Both France and Britain were bringing strong pressure to bear on Berlin, and the British especially were determined to avert general war if it could be done.

Prime Minister Chamberlain, it was said, was working out a plan under which his government would play the part of mediator. The scheme was based on autonomy for the 3,250,000 Germans in Czechoslovakia with freedom in municipal and educational affairs.

Henlein's German party in the Sudeten districts of Czechoslovakia was winning victories in municipal elections, and this made the Nazis quite cocky in their attitude. They refused to negotiate with the government until their safety had been guaranteed.

Southerners Are Sore

KNOWING they were fighting a losing battle, Southern representatives bitterly contested the progress of the wage-hour bill through the house. The test vote on discharge of the rules committee was 322 to 73.

In the debate that followed Northern Democrats and most of the Republicans indicated their approval of the measure. The South opposed it mainly because it contains no differentials in favor of that section.

Two Taxation Decisions

IN TWO far-reaching decisions the United States Supreme court further narrowed the field of reciprocal intergovernmental tax immunity. The rulings continued the trend in the direction of President Roosevelt's theory that the federal and state governments can tax the salaries of each other's employees and the income of each other's securities without a constitutional amendment.

In a decision delivered by Justice Stone, the court upheld levying of federal income taxes on employees of the Port of New York authority. In a decision delivered by Justice Roberts, the court upheld federal admission taxes on tickets to football games conducted by the university system of Georgia.

Italy Warns France

ITALY intimated it would keep out of the Nazi-Czech quarrel, but Mussolini broke off the friendship talks with France and warned that continued French acquiescence in the shipment of arms to government Spain would not be tolerated. He said the past conversations could not be resumed until Franco and his rebels had won a clear-cut victory.

The Duce declared that unless France ceases aiding transmission of Soviet and Czech arms to Barcelona, Italy and Germany may be forced to increase their assistance to the insurgents. This naturally would endanger the new Anglo-Italian agreement.

Must Re-Hire Sit Strikers

THE National Labor Relations board ordered the Kuehne Manufacturing company, Flora, Ill., to reinstate with back pay 164 American Federation of Labor sit-down strikers.

It was the NLRB's third major sit-down decision, but the first involving an A. F. of L. union.

The labor board refused to answer 74 questions put to it by the Ford Motor company in United States circuit court at Covington, Ky. The board particularly resented being asked whether Thomas Corcoran, Benjamin V. Cohen, John L. Lewis or Homer Martin were consulted in arriving at an order charging the Ford company with violating the Wagner labor act.

Martin Loses in Oregon

GOV. CHARLES H. MARTIN of Oregon, the veteran soldier who has been fighting against the C. I. O. and other radicals, was beaten for renomination in the Democratic primary by Henry Hess who had the backing of labor unions and of Secretary of the Interior Ickes. Charles A. Sprague was nominated for governor by the Republicans and they believe they have a good chance to win in the fall elections, for the Democrats, there as in Pennsylvania, were badly split.

Too Late for Wheat Quotas

SECRETARY WALLACE said that under the new crop control law it is too late to invoke marketing quotas on this year's indicated bumper wheat crop. He explained that the law authorized quotas this year only in the event congress appropriated funds by May 15 for "parity payments" provided in the new legislation.

Asks 23 Millions for Navy

CONGRESS received from the President a request that it appropriate $23,875,000 immediately to begin strengthening the nation's sea and air defenses in accordance with the billion dollar naval expansion act.

The President outlined the intended uses of the fund as follows in a letter to Speaker Bankhead:

For three new warships, ten auxiliaries and a fleet of small vessels of great speed and maneuverability, $16,500,000.

For nine patrol planes of the latest type, $3,375,000.

For a dirigible—the first since the Macon and Akron crashed several years ago—$500,000.

For improvements at navy yards, $3,500,000.

"Doom-Sealers," Says Farley

POSTMASTER GENERAL FARLEY attacked the critics of the administration's spending - lending program in an address to the Commonwealth club of Chicago.

James A. Farley

"The doom-sealers," he said, "are again sending forth their mournful prophesies of evil because of government acts performed or suggested.

"Stocks are down a bit. There is a recurrence of vast unemployment. Certain taxes bear heavily on people or corporations with plethoric purses. So the same element that has held every national emergency as a precursor of doom is out again in full cry."

Asserting that he would not underestimate "either the value of criticism of government acts or the service of those who think they are warning us of impending dangers," he told his audience "there should be some intelligence, some reasonableness and some moderation in these controversies."

"The republic," he said, "is in no danger. It never has been in danger since the present administration checked the downward spiral of the big depression and started us again on the upward path."

Crop Loan Losses

LOSSES incurred by the federal government in crop loan operations by the Commodity Crop corporation since its creation in 1933 have totaled $33,037,495.

This was made known in a communication President Roosevelt sent to the capitol, asking that $94,285,404 be appropriated to restore the $100,000,000 capital of the corporation.

A budget bureau statement accompanying the President's communication showed that the bulk of the losses grew out of the shrinkage in the market value of cotton, corn, tobacco, turpentine and other commodities put up as collateral for price bolstering loans.

The principal loss of $51,459,150 was incurred in loans on the 1934 cotton crop.

Predestination Is Out

GENERAL assembly of the Presbyterian church in the United States, in session at Meriden, Miss., voted 151 to 130 to omit from the confession of faith these two important sections:

"By the decree of God, for the manifestation of his glory, some men and angels are predestined unto everlasting life and others foreordained to everlasting death.

"And their number is so certain and definite that it cannot be either increased or diminished."

Phil La Follette Snubbed

THE Wisconsin Farmer-Labor-Progressive federation snubbed Gov. Philip LaFollette, president of the new National Progressive party, and unanimously indorsed Daniel W. Hoan, Milwaukee's Socialist mayor, as progressive candidate for United States senator.

The convention applauded when the secretary ruled out Governor LaFollette's name as the indorsee for re-election.

Japanese Take Suchow

TOKYO gave out word that the Japanese forces had captured virtually all of Suchow, the important rail junction city in Central China. The assault force fought its way through a hail of Chinese fire and there was furious hand-to-hand fighting in the streets. Then other forces stormed the walls from other sides of the city.

A foreign office spokesman said Japan would now push on to Hankow, the capture of which is regarded as necessary from a strategic standpoint.

F. D. R. Going to Chile

ANNOUNCEMENT was made at the White House that President Roosevelt is planning an extended trip to South America this summer. It is expected he will leave from an eastern port aboard a cruiser, pass through the Panama canal and spend a month along the west coast of South America, going as far as Santiago, Chile, and stopping at the capitals en route. On his return the President probably will disembark on our west coast and sweep across the country on a special train, making speeches.

Following a brief trip to Annapolis to see the boat races between Harvard and the Naval academy, Mr. Roosevelt inspected the model community project at Arthurdale, W. Va. In the middle of June he will go to Massachusetts for the wedding of his son John and Miss Anne Clark.

Jersey Inquiry Ordered

CHARGES that free speech and other civil liberties have been suppressed in the Jersey City domain of Mayor Frank Hague resulted in Justice department orders for a "thorough investigation" of the situation there.

Attorney General Homer Cummings, announcing the inquiry, said it was prompted by newspaper reports and complaints received from many persons. It would be directed, he said, at determining whether any one in Jersey City has been deprived of civil rights guaranteed by federal law.

Jobless Number 7,845,016

IN ONE of the final summaries of the unemployment census Director Biggers reports that the total number of registered unemployed in the United States is 7,845,016; and 61.3 per cent of the jobless are either under twenty-five or over forty-five years of age. Of those registering, 5,833,401 said they were totally without employment and 2,011,615 said they had emergency jobs such as the Works Progress administration, National Youth administration, Civilian Conservation corps, and others. The census was taken in November.

Red Tape Study

THERE have been frequent complaints that the government is requiring the filing of too many reports and the filling out of too many questionnaires by business. Now the President has ordered a study of these red tape demands by the central statistical board, asking Chairman Rice to see if it would be possible to consolidate the fact-finding activities of the various departments.

Earle Beats C.I.O. Man

THE desperate primary battle among the Pennsylvania Democrats resulted in complete victory for Gov. George H. Earle and his state machine and equally complete defeat for the Duffey - Lewis - C. I. O. faction, whose candidates all the way down from senator and governor to minor county offices, were routed. Earle won the senatorship nomination over Mayor Wilson of Philadelphia, Charles Alvin Jones, Pittsburgh lawyer, captured the gubernatorial nomination, beating Thomas Kennedy, secretary-treasurer of the United Mine Workers of America, who was on the Duffey-Lewis ticket.

Gov. Earle

Jim Farley, national committee chairman, had projected himself into the hot fight by advising the compromise choice of Earle and Kennedy, but the governor indignantly told him it was none of his business, and the voters gave him a swat on the head by rejecting his advice.

Republicans were elated because the returns showed a ground swell back toward G. O. P. conservatism. The Republican total vote exceeded the Democratic vote, and this fact, together with the graft and bribery charges that enlivened the campaign of the Democrats, led the Republican leaders to hope the Keystone state would return to the Republican fold in November.

Judge Arthur James won a smashing victory over Gifford Pinchot, twice governor, for the Republican gubernatorial nomination, and this was another swat at John L. Lewis, for he was reported ready to back Pinchot if Kennedy lost. Sen. James J. Davis was renominated by a heavy majority.

Both Senator Guffey and Lewis appear to have lost their claims to political leadership. Lewis had boasted that he controlled 800,000 C. I. O. votes in Pennsylvania, but the best he could do was 520,000. Earle, though he came out on top, was considered to have lost prestige greatly by the accusations of mis-rule made against his administration. His presidential aspirations were believed wrecked.

The C. I. O. has lost other political fights, but none so important as this. President William Green of the American Federation of Labor called the vote a complete "repudiation of the C. I. O. leadership." He added:

"It now has become abundantly clear that no candidate who bears the C. I. O. brand can be elected to high office in this country. The primaries proved the C. I. O. is a political liability, not a political power."

Plane Crash Kills Nine

NINE persons were killed in the crash of a luxury air liner on a mountainside not far from Los Angeles. The plane was being taken to St. Paul for delivery to the Northwest Air lines, and it appeared the disaster was due to the desire of the pilot to save a few minutes by taking a shortcut route instead of keeping to the beam directed route through the mountains.

Happenings in Point Richmond

By KATHERINE McCRACKEN

Telephone Richmond 691-W

Mr. and Mrs. Russell Lucas At Home After Honeymoon

Mr. and Mrs. Russell Lucas are at home to their friends, at 2427 Hillcrest Avenue, Berkeley, after a delightful honeymoon around Lake Tahoe.

The marriage took place in the Episcopal Church of Reno, Nevada, which was founded by William Lucas, grandfather of the groom in 1870, and who was rector of it for many years, is now retired and living in Honolulu.

The bride was attired in a blue afternoon gown, with hat and shoes to match, and wore a sport coat. She is rather tall and blond, has a charming smile and a pleasing personality. The fact that she did not choose a formal wedding which had been planned for her, by a devoted sister, Mrs. S. N. Well, whose beautiful home would have been an admirable setting for such an event, attests her simplicity in character.

Mrs. Lucas, the former June Harper, was a distinguished honor student in the Sacramento Junior College and has her name engraved on a bronze plaque in the hall of fame of that institution. She recently received a B. S. and Public Health degree from the University of California. She graduated from the John Swett Union High School in 1932, and was a member of the local Camp Fire Girls. Being orphaned at an early age, she has made her home with Dr. and Mrs. Well of Rodeo since her thirteenth year.

Russell Lucas was the leading man in all Church School Plays in our local Episcopal Church for many years, and if all the happy endings in the parts he enacted came true, it would not be more than we wish for him in the one he has just begun on the stage of life.

His scholarships and graduations from Stanford and Harvard have all been recorded, but this writer wanted something beside formality in the good wishes extended to the happy couple. However, the best we can express does not seem to be good enough for the occasion.

Aviator Dies

Another death of local interest is that of Clyde Holbrook, killed in a plane crash in Colorado last week. He was the son of Mr. and Mrs. C. C. Holbrook, formerly of Scenic Avenue, and young Holbrook resided here for some time. His sister, now Mrs. A. B. Campbell of Hollywood, survives beside the parents.

Mr. and Mrs. Otto Henry of San Jose visited over the holidays with the Max Henrys on Glenn Avenue.

Star Officers Honored

The line officers to the Point Eastern Star were honored on Thursday evening by the local chapter and many visitors who came from other East Bay Orders to do Mrs. Louise Wilson Mrs. Georgianna Westman, and Mrs. Helen Genzel honor.

The meeting was presided over by Mrs. Ellen Penny and Phillip Lee, Worthy Matron and Patron. After the business session a program was presented and a banquet served in the Temple Hall.

MISS ARRIETTA COON WEDS MR. CHESTER THOMPSON

Mr. and Mrs. Chester Thompson, who were married in the city of Sparks, Nevada, last week by the Rev. Sloan, the Baptist minister of that place, are at home at 147 Eighth St.

Mrs. Thompson, the former Arietta Coon, and the groom both grew up in the Point, and have many friends here, who wish the happy couple a happy voyage in their journey through life.

A wonderful honeymoon trip was made through the Feather River Canyon and the Yosemite Valley, and a few days were spent at the Fish Camp Ranch, with Duke Sallee, formerly of Richmond.

Mrs. Thompson was attired for the occasion in royal blue and wore the traditional "something old and something new, something borrowed and something blue," and was not going to take any chances of her marriage going on the rocks for lack of proper conciliation to lady luck. So let us hope the fairies thus envoked attended to their duty and the best of luck will be theirs for ever and ever.

Little Diaan Allyn, daughter of Mr. and Mrs. Gus Allyn of Idaho Street, has been in quarantine or about a week. Mrs. Allyn is at home but the other members of the family are with Mrs. Elizabeth Diffen also on Idaho Street. We hope the little Miss Allyn will soon be out again.

First M. E. Ladies Tea

The ladies of the First M. E. Church gave a silver tea Friday afternoon in the Church Parlors with Mrs. Richard Walsh as chairman, assisted by the younger members of the congregation.

Mrs. Billie Brown had charge of the program, which needless to say, was most excellent, and consisted of the following numbers:

A violin solo by Turner Brashear, a dramatic reading by Miss Janet Grahame, and vocal solos by Miss Polly Wallace, accompanied by Mrs. Zelda Chapin. These people are all fine artists in their particular line and the afternoon was thoroughly enjoyed by the guests of the occasion as well as the ladies of the Church.

OUR LADY OF MERCY WHIST

When a committee composed of Mrs. Margaret Kenny, Mrs. Kate Garvin, and Mrs. Arthur Stone undertake to soponsor a whist for Our Lady of Mercy Parish in Point Richmond, we can rest assured the card party will be a big success. So, on next Friday night at the Parish Hall, June 10th, all are invited to the local church party. There will be a splendid array of prizes and the admission is 50 cents.

Miss Gertrude Biggs of San Francisco is spending this week end with her sister, Mrs. William Janke on Buena Vista Avenue, before going to the family summer camp at Guerneville.

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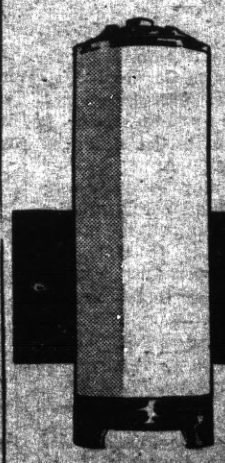
"To my way of thinking, hot water should come a-running from a pipe when silken dainties are due for washing, when the family dog is to be soaped and scrubbed, or a little boy's hands need whitening up, or a little girl's hair is to be shampooed to silky softness." *signed* TOMMY TEAKETTLE

Heating water in a tea kettle is expensive. More heat escapes into the kitchen than goes into the water. But hot water from an Automatic Gas Water Heater, where water is kept stored hot in an insulated tank is very low priced hot water service. Today you can buy an Automatic Gas Water Heater for your home for as little as ten cents a day. Then you will have hot water service that is faithfully yours 24 hours a day, for bath, showers, dishwashing, cleaning, and a score of other conveniences.



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Star Dust

★ *Andrea Steps Along*
★ *Lone Ranger Craze*
★ *All-Age Shaggers*

—By Virginia Vale—

ANDREA LEEDS has been stepping right along since she did so well in a minor role in "Stage Door." She went on to do well in "Goldwyn Follies," is working now in "Letter of Introduction," and will play opposite Joel McCrea in a picture called, so far, "Youth Takes a Fling."

Which all goes to show that she was right when she refused to go on as just one more contract player. She felt that she wasn't getting

Andrea Leeds

anywhere, you'll remember, and got out of her contract, and all Hollywood said she was crazy, as she had just one performance to her credit at that time.

And then—"Stage Door" and all the opportunity in the world!

—★—

The "Lone Ranger" craze is growing every day. The actor who plays the "Ranger" in the screen serial may go on a personal appearance tour. National Broadcasting company has arranged for transcription rights of the radio program for the South, Canada and Australia—at present it's heard on a 42-station tie-up three times a week. There's talk of a circus stunt and of a cartoon strip for the newspapers. And the country will be flooded with books, cowboy suits, chewing gum, sweaters, and all the other merchandise that can be used in profitable tie-ups.

—★—

Benny Goodman recently gave his second concert in Boston, before a packed house; as in Carnegie Hall, in New York, the first thing anybody knew the younger set in the crowd was out in the aisles beginning to "shag." An usher hurried forward to stop them, whereupon a conservative looking, middle-aged gentleman stopped the usher. Seems he'd decided to learn the "shag" and thought that was as good a place as any to begin.

—★—

ODDS AND ENDS . . . Paul Muni seems to be all set to do "The Life of William Tell" . . . When Frank Lloyd directs "If I Were King," with Ronald Colman, Frank's daughter, Alma, will play "Colette" . . . Joe Penner's new picture, "Go Chase Yourself," is his best one yet . . . Walt Disney divided $50,000 among the people who helped him to make "Snow White" . . . Max Baer is coaching Robert Taylor for "Knock Out" . . . The objection to Shirley Temple's making personal appearances has been that she was too young to appear behind the footlights . . . But Mary Pickford began when she was five, and it didn't seem to hurt her any . . . In "Four Men and a Prayer" you'll see Richard Greene, recently arrived from England, who, it is said, will be groomed for stardom . . . Now it's announced that Maude Adams' movie tests were so successful that she will not appear in "The Young in Heart," but in a production giving more scope to her talents.

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WHAT to EAT and WHY

C. Houston Goudiss Describes the Place of Fats in the Diet

Nationally Known Food Authority Compares the Different Cooking Fats and Shortenings

By C. HOUSTON GOUDISS
6 East 39th St., New York City.

THERE are, perhaps, more false notions concerning fats than any other class of foods.

Some homemakers, considering them as "fattening" only, try to eliminate them entirely from the diet. Others have the impression that foods containing fat are difficult to digest, and for this reason deprive their families of many delicious and healthful foods. Both points of view arise from ignorance of dietary facts.

—★—

Fats Are Necessary to Health

Fats have a number of important functions to perform. They are a concentrated fuel food, having more than twice the energy value of an equal weight of protein or carbohydrate.

One-half ounce of fat, that is one tablespoon, yields 100 calories, and were he able to eat it, a man could obtain an entire day's fuel from three-fourths of a pound of fat. It is interesting to note that it would require nearly eight pounds of cooked rice to give the same number of calories.

In Oriental countries, where large populations live in great poverty, fat is usually scarce and it is necessary to consume huge quantities of food in order to meet the daily fuel requirements. As a result, most of the people develop distended abdomens.

—★—

Children Must Have Fat

Because fat is such a compact food, nutritionists agree that for growing boys and girls, and men engaged in strenuous physical exercise, fat is almost essential, if they are to get enough total calories.

There is also experimental evidence that at least a small amount of one or more of the unsaturated fatty acids must be supplied by the food if normal nutrition is to be maintained. **And two competent investigators found, experimentally, that the presence of fat in the diet tends to conserve vitamin B in the body.**

Some fats, especially those from animal sources, are rich in vitamins A and D, and fats made from vegetable oils may contain vitamin E.

—★—

Fat and Hunger

Perhaps the greatest service performed by fat is its ability to give "staying power" to the diet—to satisfy hunger. **In this respect, it directly affects the disposition and may influence the ability to enjoy life.**

The shortage of fats in European countries during the World war graphically demonstrated how a deficiency of this class of foods can destroy the morale of entire nations.

With supplies cut off or very greatly curtailed, the warring countries found it necessary to ration fats closely. As a result, their people were always hungry and dissatisfied, even when their actual needs were satisfied. **In this connection, it is interesting to note that a slice of bread and butter or margarine will delay the onset of hunger longer than a slice of bread and jam, even though the number of calories may be the same.**

—★—

Different Fats Compared

As sources of energy, the different food fats are very similar. Thus, the homemaker's choice may be determined by preference, convenience, economy, and the use to which the product is to be put.

The various forms of edible fats and oils are derived from both animal and vegetable sources. They include butter, margarine, lard, compounds, which are a mixture of animal fats and vegetable oils, hydrogenated fats, and the liquid vegetable oils.

Butter and margarine are used chiefly as a spread, and it is interesting to note that the annual per capita consumption of margarine is steadily increasing, as homemakers have discovered that the use of this less expensive product releases more money for milk, fruits and vegetables. Margarine is interchangeable with butter for dressing vegetables and in doughs containing spices, fruits and chocolate. Its shortening power and keeping qualities are similar to those of butter.

Lards, compounds and other shortening fats are useful not only as a means of increasing palatability and food value, but to add flakiness to baked foods and to produce a crisp coating which seals in the minerals and vitamins of fried foods.

Lard is used chiefly as a shortening for pastry, and a good grade will be found to be white and free from objectionable odors. The highest grade, called leaf lard, is produced from the leaves of fat in the sides of the hog.

When made by a reputable manufacturer, the compounds prepared especially for cake making, for shortening pastry and for deep-frying, are wholesome, highly nutritious and give most satisfactory results. They are a most economical form of shortening.

—★—

Digestibility of Fats

Because of their ability to retard digestion somewhat and thus give satiety value to a meal, the impression has grown up that fats are "difficult" to digest. This results from confusing the **length of time** required for digestion and the **completeness** with which a food is digested.

When "digestibility" is regarded in the popular sense of the ease, comfort and speed with which the digestive organs carry on their work, it is conceded that fats in general retard the secretion of the gastric juice and thus cause food to remain longer in the stomach.

On the other hand, most fats have such a high coefficient of digestibility, that under normal conditions only about one-twentieth of the fat eaten escapes digestion. Experiments indicate, for example, that the coefficient of digestibility of oleomargarine is 97.55 per cent.

It is sometimes erroneously stated that pastry is indigestible. This statement is without foundation, provided the pastry is made from a high grade shortening and is properly baked. Similarly, fried foods come in for a great deal of criticism that should not be charged to the use of fat, but to incorrect methods of cooking. If food is properly cooked in fat that has a high smoking point, there will be no opportunity for decomposition products to develop.

—★—

How Much Fat?

Nutritionists have ample evidence that health is best served when 30 to 35 per cent of the total energy value foods is provided in the form of fat. This will include the fat of meat and the fat used in cooking the many delicious fried and baked foods which make eating a pleasure.

© WNU—C. Houston Goudiss—1938—13

Do You Want to Learn

How to Plan a Laxative Diet?

Get This Free Bulletin
Offered by C. Houston Goudiss

READERS of this newspaper are invited to write to C. Houston Goudiss, 6 East 39th Street, New York City, for a free copy of his bulletin, "Helpful Hints on Planning a Laxative Diet."

The bulletin gives concrete suggestions for combatting faulty elimination through correct eating and proper habits of hygiene. It gives a list of laxative foods *and contains a full week's sample menus. A postcard is sufficient to carry your request.*

Are You *Overweight?* You can

REDUCE

Safely. Surely. Comfortably

Send for This Free Bulletin
Offered by C. Houston Goudiss

Readers of this newspaper are invited to write to C. Houston Goudiss, at 6 East 39th Street, New York City, for his scientific Reducing Bulletin, which shows how to reduce by the safe and sane method of counting calories.

• *The bulletin is complete with a chart showing the caloric value of all the commonly used foods and contains sample menus that you can use as a guide to comfortable and healthful weight reduction.*

KOOL-AID MAKES 10 GLASSES 5¢

BOYS! GIRLS! FREE AVIATION CAPS ASK YOUR GROCER

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★★★★ Fourth Annual **RICHMOND PROGRESS** ★★★★ Industrial Magazine

"The Friendly Newspaper That Dares to Tell The Truth"

SIXTH YEAR | Richmond, California, Monday, June 6, 1938 | NUMBER SEVENTEEN

CHECKER SUPER SERVICE

Sales and Service for General Tires

Complete One Stop Service

Located at 170 Tenth Street, telephone Richmond 2622. This station handles General Tires, conceded to be the safest and best tires on the market.

General has always been a leader in giving the American motoring public the utmost value in tires and products. The Checker Super Service is one of the units of this great public spirited organization.

This firm operates a complete super service station. You can drive your car to this station and leave it, go on about your business and when you return your car will have been serviced with any of the following services specified: washing, polishing, expert greasing, tires repaired, tires checked, batteries checked, repaired or charged, oil checked, brakes inspected and adjusted, gasoline tank filled with the best grade of gasoline, oil changed and many other things which aid the motorist in driving a perfectly conditioned car.

General was the pioneer in developing a tire which would stand up under the high speeds and quick stops of the modern world, the best part of this tire is the fact that it costs very little more than ordinary tires.

Thousands of people have found the quality and safety of General Tires through experience and in this Industrial Magazine we urge our readers to stop at the Checker Super Service whenever they want the best in tires and super automotive service.

RICHMOND BRAKE SHOP

Complete Automatic Brake Service

This shop is located at 1408 Macdonald, telephone 2775, Richmond. They have complete service and relining for Lockheed Hydraulic Brakes and handle Raybestos Brake Lining.

Driving an automobile today is safe if your brakes will hold your car when you want to stop instantly, therefore, brake service is important. For reliable brake service see the Richmond Brake Shop.

Modern four-wheel brakes can only work properly when each brake exerts the same pressure on each wheel, if there is one wheel whose brake holds it more than the other, the car will start in that direction regardless of the strength used on the steering wheel.

This firm is equipped with the proper tools necessary to adjust and reline brakes. The mechanics here know the various types of four-wheel brakes and are able to adjust them so that each wheel stands its share of the braking pressure. Just keep in mind that when you place your foot on the brake you must stop, failing to do so in time might mean your life or the lives of some dear friends or others.

In this Industrial Magazine we urge you to have your brakes adjusted and relined at the Richmond Brake Shop and we compliment them upon the superb service they render.

JOHN EKLUND

Richmond's Pioneer Feed and Fuel Store

This store is located at 1635 Macdonald, telephone 768, Richmond.

John Eklund and his store have been well and favorably known to this publication or five years, and we feel that every one who trades there, really gets a square deal.

They handle the finest of nationally known products such as Sperry's, Albers, Globe and California feeds for livestock and poultry; they also handle Certainteed Paints and Varnishes, the finest grades of seeds and the best of fertilizer.

For fuel of all kinds of coal, wood, etc., you can always do better at John Eklund's.

At this season of the year every one is interested in their gardens. John Eklund carries a complete line of tools and supplies that will help gardeners, both amateur and professional, in every way.

John Eklund's Store is one of Richmond's pioneer business houses. He is your neighbor as well as ours, and the more you can patronize him the more you can help your community.

In this Industrial Magazine we take sincere satisfaction in recommending John Eklund to all of our readers whenever they want anything in the line of feeds, seeds, fertilizers, garden tools, supplies or fuel.

Wilson & Kratzer Mortuary

Offering a Friendly Helpful Service

They are located at Bissell and Seventh Streets, telephone 113, Richmond, and there is perhaps no establishment more necessary to a community. This well known firm has had years of experience in this profession and ranks foremost among those of the state. Their service is second to none in this line.

They are equipped with modern funeral equipment and offer a service to suit every age or station in life. This together or with a natural aptitude for the profession gives them added prestige. If you would have ideal service at this inevitable time, place in charge Wilson and Kratzer Mortuary.

By efficient, courteous service they have gained an enviable reputation in this profession. They are thoroughly reliable morticians who relieve you of all worry and responsibility. Their service assures you that you have given your loved ones the most distinctive final tribute.

It is altogether appropriate in this Industrial Magazine that we heartily commend the Wilson and Kratzer Mortuary on their efficient professional endeavor. They have well merited the success they have attained.

MECHANICS BANK

Offering a Complete Banking Service

They are located at Ninth and Macdonald, telephone 2800, Richmond. Among their many fine services, they also feature an automobile finance department where you get the best service at extremely low rates.

Their deposits are insured up to $5,000 on each account by the Federal Deposit Insurance Corporation, a branch of the U. S. Government.

This local financial institution is a notable example of substantial progress. Their business is conducted along modern policies and they are noted for the strength and sound judgment of their officers.

They invite you to consult with their official staff upon any financial matter. Business men with puzzling problems, neighborhood merchants who appreciate immediate attention to their banking needs, business women or home managers will appreciate the cordial atmosphere you find at the Mechanics Bank.

Let the integrity of this reputable and growing institution be your guide. Here you have the convenience of every modern banking facility. They are a strong, safe and conservative bank which welcomes the small accounts as well as those of large proportions.

Here you may open a savings account and by systematic savings soon accumulate funds for various purposes. You will be surprised at the really substantial amount you can accumulate in this manner. Perhaps just a little each week to start and soon you will have the savings habit, making weekly savings trips to the Mechanics Bank.

No matter how much or how little money you deposit with them, you will at all times receive prompt attention and courteous service that will make your business transactions pleasant and profitable.

Its officers and directors are men who fully understand the banking business and who work for the advancement of this section. We are pleased in this Industrial Magazine to commend this progressive institution upon the success they have so well merited.

MIRA VISTA CREAMERY

Richmond's Most Progressive Home Owned Dairy

Located at 1540 Oakview, Berkeley Park, telephone Richmond 10997, it has been well and favorably known by people of Richmond, Albany, El Cerrito for a long time. They give delivery service to any of the above mentioned places.

If you want fine, wholesome, pure raw or pasteurized milk and cream, fresh butter and eggs, cottage cheese, etc., you can always get the finest from the Mira Vista Creamery.

They produce their own milk from tested herds. It is handled with utmost sanitation and comes to you fresh always, within a very few hours after being produced.

If you want pure raw milk or cream, theirs is absolutely the best. If you prefer pasteurized milk or cream, they have immaculate equipment for pasteurizing process. All containers and equipment coming in direct contact with their products are sterilized by live steam daily.

Due to the above mentioned acts, and because we have had personal contact with this creamery for a long time, we, in this Industrial Magazine, take sincere pleasure in recommending them to all of our readers in Richmond, Albany, and El Cerrito, whenever they want the finest quality of raw and pasteurized milk and cream, fresh butter and eggs, cottage cheese, etc., delivred fresh daily to your home.

J. C. PENNEY COMPANY

Richmond's Popular Shopping Center

This store of values is located at 916 Macdonald, telephone 778, Richmond.

Here is a worthy national organization headed by a man who does not have capitalistic views. Quite to the contrary, Mr. J. C. Penney, who is the founder of the organization, believes in giving his assistants an opportunity to build for themselves. There are more than 1500 stores in this organization, each one of which is managed by a man who owns an interest in the organization as a whole.

Wherever their stores are located people have learned to depend upon them for reliable merchandise at reasonalbe prices. They do not handle so-called "cheap" goods, but offer trustworthy garments and commodities at lower prices.

These reasonable prices are due to the immense buying power, that of supplying merchandise to their hundreds of stores. Annually they do more than 200 millions of dollars worth of business. There is no other organization of this kind that can compete with their prices. They have given over 35 years of successful merchandising to the people.

The J. C. Penney Company, Inc., is one of the greatest general merchandising enterprises in North America. About their stores is the spirit that makes the people walk extra blocks to trade at their counters.

Their stock includes footwear, ladies' and children's ready-to-wear, men's furnishings, luggage, dry goods, house furnishings, and notions. Each department is a store in itself.

Visit this enterprising store, make comparisons, and you will readily see that they are unexcelled for quality and price.

In this Industrial Magazine it gives us great pleasure to congratulate the manager upon his good fortune in being connected with a firm of such integrity as the J. C. Penney Company for their 35 years of fine service to the people. We take real satisfaction in recommending this fine store to all of our readers.

THOMPSON MOTOR CO.

Pontiac Authorized Sales and Service

They are located at 1706 Macdonald Avenue, telephone 186, Richmond.

From the dashingly styled torpedo type head and fender lights to the rakish, fully streamlined rear end, the new Pontiac for 1938 is the last word in luxurious comfort, at prices that will enable most people to fulfill that long awaited desire to be a Pontiac owner.

Pontiac, the workers of wonders in the low priced field, has done it again, built a car that takes the prize for beauty in any competition, given it size and beauty that compares with the most expensive cars, packed it with more of the latest and greatest advancements than you find in any other new car of its price, and truly made the Pontiac for 1938 fit their slogan "Going and coming the most beautiful thing on wheels." In 1937 Pontiac was the outstanding automobile value. In 1938 the Consumers Digest will have even more to write about.

Just a few of the features that help to make Pontiac "The Car" of 1938 are silver streak styling, tailored upholstering of enduring beauty, ultra modern smartness in the instrument panel and fittings, knee action, three way seat adjustment, top of seat padded, safety gear-shift on steering column at $10.00 extra, battery under the hood, center point steering, no draft ventilation and 50 per cent more luggage space in the beautifully streamlined rear end.

Thrilling performance, dazzling beauty, luxurious comfort, easy on gasoline, thrifty on oil, sturdy, careful construction and the utmost in safety are yours when you purchase a Pontiac, "America's finest low priced car."

The Thompson Motor Company at 1706 Macdonald, telephone 186, are truly worthy to handle such a fine car, their interest in you does not end when you have purchased a car from them as they are vitally interested in your complete satisfaction at all times. Their completely equipped service department stands ready to see that you get the finest of mechanical service always.

In this Industrial Magazine we feel it is our duty to recommend the Thompson Motor Company for their integrity, their high grade used car department, their service facilities and their courteous and efficient sales force. They are high class merchants of good transportation.

MASTERCRAFT
TILE & ROOFING CO.

NEW INTERIORS, AND CEILINGS, ROOFING AND REPAIRS, WATERPROOFING, STUCCO REPAIRING, WET BASEMENTS, NEW SIDEWALLS, GENERAL REPAIRS

Located at 1, Twentieth, telephone 102, Richmond, they are authorized home remodelers for the Contra Costa Housing Guild. They give free estimates and samples and easy payments.

The people who built or remodeled in the past, have had difficulty in contacting the different firms and people necessary for them to completely remodel a home. The Housing Guild was organized to really give people a "one step" building service. There are over 3000 dealers and members of dealer's staffs, have been sent to school and completed a training to qualify them to represent various Guild members in an active selling program. The Housing Guild includes architects, contractors, roofers, real estate men, financing agencies, public utilities and all parties interested in the building or remodeling of homes. Every member is fully qualified to render real service from a centralized point.

The reliability of the work of this popular concern has met with approval everywhere. Their roofing stands out as that of expert craftsmen. You know you have a lasting roof when you let your roofing contract to the Mastercraft Tile and Roofing Company.

They realize that at the beginning there are four things to be considered: first, how will your roof look, will it wear, will it be waterproof, and what will it cost? This leading concern is prepared to furnish you with a roof of distinctive beauty that will last a life-time, guaranteed to be waterproof and minimumized in cost. Get in touch with them and let them show you samples and give you estimates on the roofing of your buildings.

This leading concern will expertly repair or remodel any home and in this Industrial Magazine we desire to compliment them upon their successful efforts in this business.

George C. Rogers

SALES AND SERVICE FOR HOTPOINT AND MAYTAG

Among the business houses that are striving to lighten the burden of household work is George C. Rogers, Hotpoint and Maytag distributors, located at 2112 Macdonald Avenue, telephone 2673, Richmond.

Do you need a new modern up-to-date electric refrigerator? Let them show you the Hotpoint, a pioneer in the field and now developed to an acme of service.

Such things as Hotpoint and Maytag washers and ironers make washday a pleasure, Hotpoint ranges are one of the biggest time and money savers on the market, in fact, it will be of great interest to you to let them show you how easy it is to have a complete Hotpoint kitchen.

Hotpoint is considered one of the best vacuum cleaners on the market and if you want instant hot water on tap 24 hours a day, Hotpoint water heaters can take care of that, too.

All the above mentioned appliances may be purchased on the deferred payment plan if you so desire.

In this Industrial Magazine we take real pleasure in recommending George C. Rogers to our readers. We feel that they are an asset to this community.

Pittsburgh Paint Store

FEATURING PITTSBURGH PAINTS AND VARNISHES

This store is one of Richmond's pioneer institutions and is located at 1126 Macdonald Avenue, telephone Richmond 576. They handle a complete line of wallpaper, glass and painters' suplies.

Pittsburgh Paint Store features Pittsburgh line of paints and varnishes, known far and wide for their beautiful colors and enduring qualities. Pittsburgh Paint has a maximum covering and spreading quality which makes it go further than the ordinary paint.

The varnish is composed of all ingredients necessary to make it a brilliant, durable easy working, hard drying and easy flowing varnish. It may be had in the spar finish which withstands hot or cold water and will not turn white. It gives a hard brilliant finish for woodwork, furniture or floors. This varnish is especially adapted to outside work as exposure to the elements does not mar it.

Paint the surface and you save it from the ravages of time. Outside walls may be preserved many years longer if the surface is kept painted. Keep your buildings beautiful with paint. Buy it from the Pittsburgh Paint Store.

We take pleasure in this Industrial Magazine to compliment this establishment as a concern that is an elemental factor in the commercial life of the people of this community. We take satisfaction in recommending them to all of our readers.

A. B. HINKLEY, D. C.,

PALMER GRADUATE CHIROPPRACTOR

FREE X-RAY SERVICE

Over 18 Years in Richmond

340 TENTH **PHONE RICHMOND 169**

Al's Auto Wrecking Yard

COMPLETE LINE NEW AND USED AUTO PARTS HIGHEST CASH PRICES FOR WRECKED CARS

Located at Alvarado and Pullman at San Pablo, telephone Richmond 1836, this concern has been well and favorably known to this pulbication for a long time.

If your car or truck has been in a wreck, a fire, or has lost its usefulness, get in touch with Al's Auto Wrecking Yard. They will pay you the highest cash price for it.

They buy a great number of wrecked cars each year throughout this territory. These cars are taken to their yards and dismantled; all good parts, such as axles, wheels, generators, transmissions, differentials, head lights, tires, in fact, all useful parts are cleaned up and classified in their proper places.

If you need a replacement part for your car, get in touch with Al's Auto Wrecking Yard, they can save you 50 er cent or better over the cost of a new part.

We know that everything sold at Al's Auto Wrecking Yard is exactly as they represent it to be. The parts they sell must fit properly and be satisfactory or they will cheerfully refund your money.

In view of the above mentioned facts, this Industrial Magazine takes pleasure in recommending Al's Auto Wrecking Yard to all those who really want to save money yon auto parts.

London has always been the workshop of Great Britain's literary lights. There toiled Shakespeare, Chaucer, Coleridge, Defoe, Dickens, Dryden, Gibbon, Goldsmith, Johnson, Keats, Lovelace, Marlowe, Milton, Raleigh, Shelley, Sheridan. Thackeray and scores of the men and women who built the sturdy foundation of literary England. Many of the houses connected with the lives of these great writers still stand.

Bobcat Is Destructive

The bobcat preys upon antelope, deer and other game animals, especially the fawns, and on wild turkeys, quail and other ground-nesting birds. It has been known to be exceedingly destructive to domestic live stock, especially to sheep during the lambing season, to pigs, goats, calves and poultry.

Work and Growth

Work is the only means of growth. Instead of being a curse, as some would have us believe, work is a means of measureless good. Not to work is to keep always an undeveloped hand, or heart, or brain. The things which work may achieve are not half so important as that which work does in us.

Where Perfumes Come From

Many plants and fruits furnish materials for perfumes. Secretions of four animals, the sperm whale, beaver, musk ox and civet cat are also used.

RICHMOND CYCLERY

SALES AND SERVICE FOR INDIAN MOTORCYCLES HERCULES, ROADMASTER, COLSON AND MERCURY BICYCLES

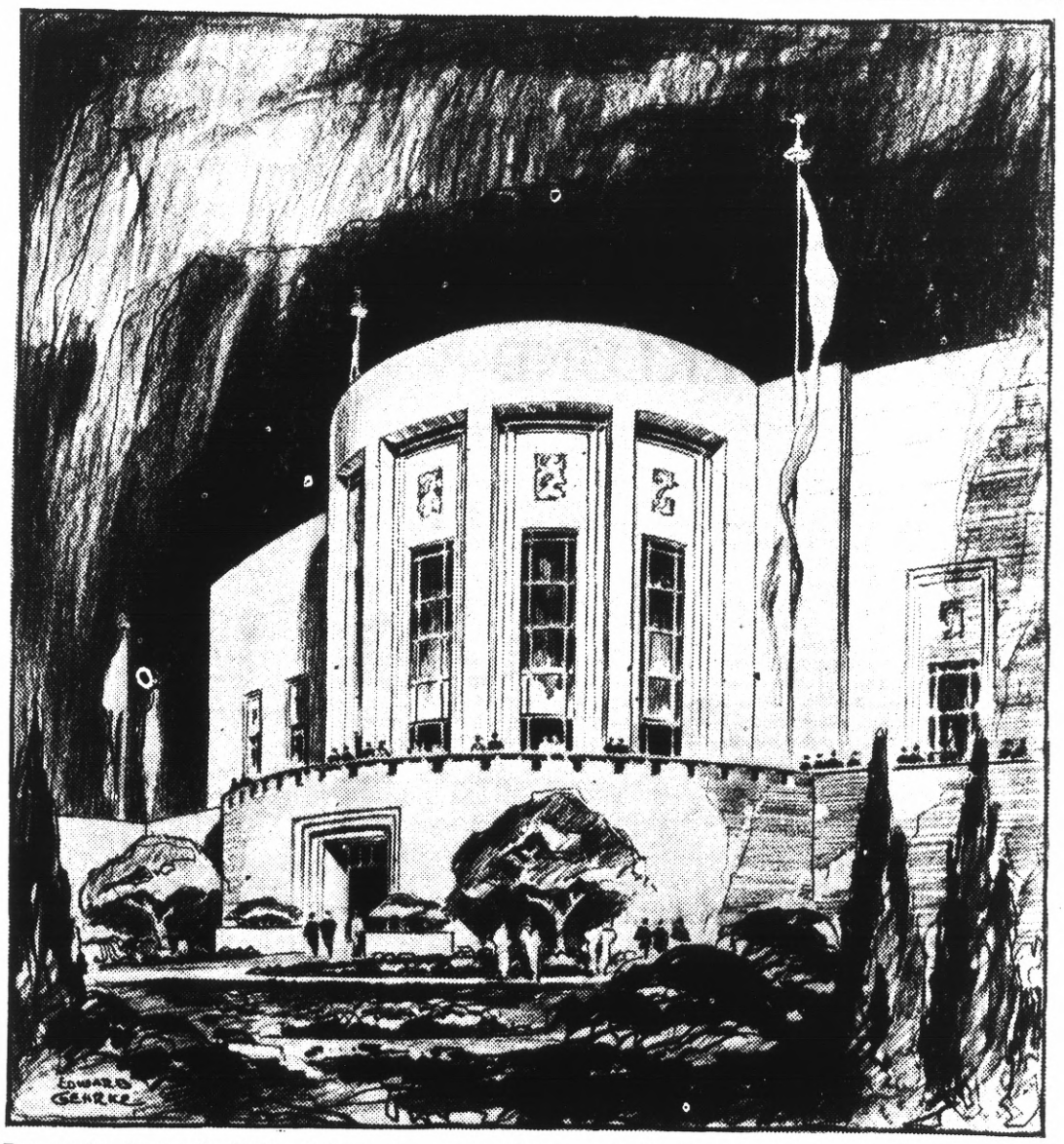
This shop can be found at 311 23rd, telephone 3270, Richmond, and is one of the most progressive concerns in this community. They handle the known from coast too coast, as famous Indian motorcycles well as the famous Hercules, Roadmaster, Colson and Mercury bicycles.

The stock which this firm carries is large and complete at all times, both in new machines and repairs and parts. They are particularly well qualified to act as agents for these makes of motorcycles and bicycles.

If you are interested in a motorcycle or bicycle, this firm will be glad to demonstrate to you without obligation, of course. They will be glad to go into detail regarding the many merits of these particular machines. For motorcycle repairs see the Richmond Cyclery.

In this Industrial Magazine we wish to compliment this firm upon the prompt, courteous and efficient manner in which they serve their patrons and refer our many readers to them.

SAN FRANCISCO'S TREASURE ISLAND HOME



Presented today by the California State Commission, Florence M. McAuliffe, Chairman, Charles H. Purcell, Executive Officer, is the above approved design for the San Francisco building at the 1939 Exposition. Plans prepared by Clarence A, Tantau, architect of San Francisco, provide for a modern design in harmony with other buildings of the county groups. Distinguishing features include a large terrace overlooking the landscaped grounds of the Mission Trails group, adjoining; and an elaborate Oriental garden, bordering the grounds of the adjacent Alameda-Contra Costa group. A central court, seventy by one hundred feet, will contain a large stone fountain.

Read the RICHMOND PROGRESS for the real truth

JOHNSON TRUCK LINES

FAST DAILY SERVICE TO NORTHERN CALIFORNIA POINTS

Their headquarters are at Pt. Richmond, telephone Richmond 3011. They operate fast daily trucks between San Francisco, Point Richmond, Richmond, and Oroville, Live Oak, Gridley, Richvale, Biggs and Durham.

Motor freight service is one of the necessary factors in the organization o any city or community. There is probably far more business ability essential to the successful operation of this business than the public realizes. This large motor freight concern is the answer to this very essential need.

Their long distance fast freight trucks give maximum protection and speed at a maximum rate. Regardless of the size of the shipment or the distance to the destination, you are assured of safety and expediency in its delivery.

This popular transit company has had years of exerience in the motor freight business and is convenient with its every phase. Simply notify them of your shipment and they will assume all responsibility delivering your goods to their destination in perfect condition and on schedule time.

In making this Industrial Magazine we desire to call attention to the attractiveness of the service of the Johnson Truck Lines and to say that you cannot do better than to consult them when in need of such service especially if you have shipments from San Francisco, Point Richmond, Richmond and Orville, Live Oak, Gridley, Richvale, Biggs and Durham.

M. A. HAYS CO.

REAL ESTATE AND INSURANCE

Their office is located at 2216 Macdonald, telephone 898, and they have a branch at 476 San Pablo, telephone 1464, both in Richmond. At Mira Vista there are three new houses ready to show, they are truly fine.

Here is a ffirm that aids in no small degree in the development and onward progress of the community. They are altogether familiar with all details of the real estate and insurance business. Their wide experience in buying and selling real estate has developed in them an uncommonly accurate sense of values. This together with excellent business judgment distinguishes them among the business firms the community.

This reliable firm has lots, homes, ranches for sale or trade throughout the entire territory. Whether you desire to buy, build, exchange or sell they will handle the transaction most satisfactorily.

There is not a better investment than real estate. If you have money to invest put it in real estate. We have but to look around us to see where we could easily have made money by buying property or land a few years ago.

Their insurance departments are in the hands of men of experience, thoroughly conversant with this line of business. They are agents for old line companies who are obsolutely reliable and dependable and are known are and wide or their promptness in settling all claims. This establishment is prepared to write any kind of insurance you may desire.

In this Industrial Magazine we take pleasure in recommending the M. A. Hays Company and their Mira Vista.

Fischer's Cash Grocery

GEORGE F. BLACK AND SON

FOR QUALITY GROCERIES, FRESH MEATS, FRUITS AND VEGETABLES

This popular store is located at 33, Macdonald Avenue, telephone 25, Richmond.

Prominent among the progressive features of this community is this popular and up-to-date grocery, where nationally known and advertised brands of staple and fancy groceries, as well as fresh meats, fruits and vegetables are sold at competitive prices.

The popularity of this store is not alone due to these well known brands of canned or packaged goods, but it is due in very great measure to the personality of the management. It is not only their aim to carry at all times a complete line of commodities but to conduct their business in such a manner that the people will enjoy shopping here.

The watchword here is service. The whole atmosphere is one of courteous, pleasant and efficient attention. You'll find it not only pleasant but profitable to buy your groceries and supplies at Fischer's Cash Grocery.

For quality, their line of grocesies and canned goods cannot be excelled. They carry a line of fresh meats, fruits, and vegetables that is as complete as it is choice.

We take pleasure in this Industrial Magazine in complimenting the management upon their high class grocery and their efficient and dependable service. We desire to urge our readers, if they are not familiar with this grocery to pay them a visit.

COMMUNITY AUTO REPAIR SHOP

H. B. VANSKIKE—OWNER
COMPLETE AUTOMOTIVE REPAIR SERVICE

This shop is located at the Bob Macdonald Service Station at 1000 Roosevelt Avenue, telephone 246, Richmond. Service is not only the motto here but is backed by reputation proving they render motorists of this section a real service. It has been the result of good workmanship by men of recognized skill along these lines. Experienced automobile mechanics are employed at this repair shop to insure you ease of control and the best in riding comfort.

You can drive your car into this repair shop where they will repair it in every detail including the finest of carburetor and ignition service. This is a class of service that comprises every phase of automobile service successfully accomplished by skilled workmen.

It makes no difference what make of car you may be driving or what reputation it may have or service or sturdibility, the years of service obtainable from it depends largely upon the care that has been taken of it and the class of service it received in the hands of mechanics.

Community Auto Repair Shop is on the job at all hours of the day. The motorist receives quick and efficient service in the face of any mishap.

This Industrial Magazine takes pleasure in recommending the Community Auto Repair Shop and Mr. Vanskike to its hundreds of readers.

JACOBSON
Brown-Bilt Shoe Store

QUALITY BROWN BILT FOOTWEAR FOR EVERYONE

This popular shoe store, owned and operated by Mr. A. J. Jacobson, is located at 921 Macdonald Avenue, telephone 400, Richmond. They also have a store at 613 Main, telephone 248, at Martinez. These stores are 100 per cent local institutions. Help your community to grow by trading at Jacobson's.

Shoes for the entire family may be had at this leading firm. They are a well established firm who thoroughly understands the shoe business. They are a reliable and dependable firm who handle only the best quality of shoes.

Ladies will find jaunty street shoes in all the popular leathers and clever afternon slippers of patent and other styles. Here you will find the most modern expression of the shoe mode in its most alluring, youthful forms as well as the more conservative type for older women.

In their complete and adequate stock will be found men's dress and work shoes. The finest assortment of styles in town and the best values it is possible to provide. Men will appreciate the unusual expertness in selection and the small profit policy.

Their children's department is complete with shoes to fit the infant, child, miss and growing girls as well as boys of all ages.

In making this Industrial Magazine we take great pleasure in pointing to the Jacobson Brown Bilt Shoe Store and we take pleasure in recommending them and their fine Brown Bilt Footwear to all of our readers.

DE BEN BEAUTY SALON

FOR QUALITY BEAUTY SERVICE

This ever popular beauty salon, featuring the finest of permanent waves is located at 1412 Macdonald Avenue, telephone 1135, Richmond.

You not only feel at home in this attractive and refined beauty salon but the work done here is so satisfactory that once you visit the establishment your return is assured, you become a regular patron of the De Ben Beauty Salon.

They are adept in all phases of this work, cater to those who desire the best of the latest methods of beauty culture. They keep in touch with all new developments in this line and you are assured of that personal touch so necessary to successful beauty operations.

After all, beauty is contour. It is symmetry that creates a a pleasant impression in our minds when we see things that are lovely. They wave your hair as best suits the contour of your face, your type and personality or give you the style of hairdress that fits.

It is a woman's desire, not to say birth-right, to look her best, under all circumstances and nowhere will you find operators better qualified to perform those little touches of feminine attractiveness than this beauty shop.

Not many communities can boast of such exceptional metropolitan beauty shop and in this Industrial Magazine we wish to congratulate them on their service, and recommend that service to all of our feminine readers.

M. J. WELDING CO.

COMPLETE AUTO BODY, FENDER AND RADIATOR SERVICE
WRECKS REPAIRED
ELECTRIC AND ACETYLENE WELDING
222 MACDONALD **PHONE RICHMOND 3097**

Richmond Ice Delivery

NOTHING CAN REPLACE PURE ICE AS A REFRIGERANT

They are located at 234 Macdonald, telephone 53, Richmond.

Contrary to general belief, "Cold is not enough to have successful refrigeration. Your refrigeration must be 'air conditioned,' too."

Housewives these days are insisting upon three-way food protection; in order to have three-way protection, you must have first, constant, cold, uniform, safe temperature to prevent spoilage. Ice is always 32 degrees; secondly, you must have proper moisture to protect against rapid drying out and loss of flavor and nutrition; last but not least, your refrigerator must have conditioned air. In the new Olympic Air Conditioned Ice Refrigerators sold by the Richmond Ice Delivery Company, the air is washed and purified, and circulates five to seven times a minute, removing all odors and impurities.

The new Olympic Air Conditioned Refrigerator requires but one re-icing every three to five days, making it extremely economical. Ask your ice service man or visit their display room at 234 Macdonald, telephone 53, at Richmond.

The Richmond Ice Delivery Company is one of our most valued industrial assets, as they help to build the entire territory.

In this Industrial Magazine we take pleasure in recommending the Richmond Ice Delivery Company to all of our readers. Remember what the Olympic Air Conditioned Refrigerator does for you and remember that nothing can ever replace pure ice as a refrigerant.

MIRA VISTA CLEANERS

QUALITY DRY CLEANING SERVICE

They are located at 4604 Barrett Avenue, telephone 2883, Richmond. They clean suits, overcoats, and dresses for 75c.

The Mira Vista Cleaners is an indispensable factor in the latter day business and social life. So well does this modern dry cleaning firm meet the popular need of cleaning and restoring soiled articles that they have become one of the essential features of the community.

Their cleaning will renew your clothes, liven the color, in fact, keep your clothes looking smart. Here you find the different dry cleaning that makes good dressing economical.

Did you know that many depend solely upon the Mira Vista Cleaners to have everything cleaned? Send them your curtains, drapes, suits and dresses, in fact, all the things that you want clean and fresh.

In this Industrial Magazine we congratulate these veteran cleaners upon their wonderful success in this business, and recommend them to all of our readers.

Read the Progress

RICHMOND PROGRESS

"The Friendly Newspaper That Dares to Tell The Truth"

The Progress Press

MYERS

RICHMOND'S HART, SCHAFFNER AND MARX STORE

They are located at 801 Macdonald Avenue, telephone 987, Richmond, and caters to the men and young men and boys who desire the lost word in high grade clothing and furnishings. They carry Hart Schaffner and Marx Clothes, Florsheim Shoes, Stetson Hats, Rough Rider Flannel and Corduroy Trousers, Gantner Wilkies, etc.

Here you will find the season's smartest suits in the latest fabrics and colors. Fashion, good taste and quality are exemplified in the many weaves patterns and colors which are on display for your choice. You will find styles designed exclusively for young men and just as wonderful suits for the older man. All that's newest can be found at Meyers.

We wish in this Industrial Magazine to compliment the management upon their business methods and take great pleasure in directing attention to this popular institution. We recommend Meyers to all of our readers.

GRIFFIN LUMBER CO.

FOR QUALITY LUMBER AND BUILDING SUPPLIES

They are located at 1322 San Pablo, El Cerrito, telephone Richmond 148, and enjoy a most enviable reputation in this community by virtue of years of honest business dealings with the people. Their dealings are as substantial as the materials they sell. With F. H. A. loans so easy to get, everyone is interested in building their own homes. The Griffin Lumber Company cooperates 100 per cent with F. H. A. builders.

They know that a satisfied customer is the best advertisement they can have and have built their business around this method. They are ever striving to please and secure for their customers the best that can be had in lumber and supplies. They are able to buy it in such quantities that they can supply you at a very reasonable price.

With their modern and complete lumber yard they are equipped to furnish anything in this line. If it's lumber, roofing, shingles, builders hardware, paints and supplies call Griffin Lumber Company.

They maintain a service department whereby they will give the exact cost of materials needed in your plans. They are able to furnish any desired information pertaining to the construction.

In this Industrial Magazine we wish to compliment the Griffin Lumber Company on their very able business methods and congratulate the people of this territory upon having such a valuable institution among them. We recommend this firm to all of our readers.

E. C. CRANE

THE FLOOR COVERING SPECIALTY STORE

This shop, located at 2015 Macdonald Avenue, telephone 477, Richmond, is going forward with this community.

If you are interested in carpets, rugs, linoleums, window shades, venetian blinds, or electric refrigerators, this shop can really be of service to you.

They carry a complete line of famous Armstrong linoleums, the finest in rugs and carpets of every pattern and price.

The new 1938 Gibson Freez'r Shelf Refrigerator has controlled air circulation, which prevents loss of moisture and flavor in foods and the famous Gibson Swing Shelf, which doubles the usability of your shelf space. Let them explain how easy it is to own one of these fine refrigerators. They have all sizes and prices.

E. C. Crane is authorized dealer for the Columbia Venetian Blinds; let them quote you their reasonable figures for installation.

This Industrial Magazine takes a lot of real satisfaction in recommending E. C. Crane, Floor Covering Specialty Store and all of their products and service to all of our readers.

Our Forefathers

Our forefathers may have had lower standards of comfort, but they did possess far higher standards than we of thankfulness and content.

Compass Origin Disputed

The Chinese, Arabs, Greeks, Etruscans, Finns and Italians have all been claimed as originators of

TANDUAY CAFE

RICHMOND'S NEWEST AND FINEST

Located at 527 Macdonald, telephone 2478, Richmond, is this newect, most modern and most unusual bar and cafe, owned and operated by Ernie Howard.

Tanduay is a place that is especially pleasant to the people who want to meet their friends, talk things over and experience the pleasure of a glass of ice cold beer or any of the good liquors, mixed drinks and wines on the market today.

Whenever you meet people that are known as good fellows you will find that the majority of them drop into the Tanduay to be with other good fellows and with a glass of cold beer or any other of their beverages an evening away from the care and worry of their daily business life.

The ladies, too, will find a courteous atmosphere and courteous attendants ready to serve them with a good drink or good eats. The Tanduay is doing their share in conducting their business in an orderly business like manner. Their beer is always ice cold, their wines and liquor are always good, their bar, fixtures and glasses are always clean, their prices are always moderate.

Taking all these things into consideration, this Industrial Magazine takes pleasure in recommendign the Tanduay to all the good fellows among its readers. It is Richmond's newest most modern and most unusual cafe and bar.

BELLEGARDE French LAUNDRY

FOR ALL FINE LAUNDRY SERVICE

They are located at 264 Fourth, telephone 833, Richmond, and one of the most important concerns in this community is this popular French laundry and dry cleaning establishment. They keep your clothing, linens and furnishings like new.

With so many things demanding attention these days it is poor economy to do your laundry at home. Keep yourself in good health and save your disposition as well as that of your family by sending your laundry to the Bellegarde French Laundry.

The family washing service of this popular establishment will cut in half the work of the household. You can have it rough dried, that is flat pieces ironed, with garments starched, dried and ready to iron or the work finished, everything ironed, ready to use.

For drapes, curtains, garments, rugs, etc., the Bellegarde French Laundry offers a special service. Even the most particular people are well pleased with their work.

We are glad in this Industrial Magazine to compliment them upon their efficiency and upon the leading position they occupy. Bellegarde French Laundry has been well and favorably known to this publication for over four years and we take pleasure in recommending them to our readers.

ENLISTS IN GOODRICH SAFETY CAMPAIGN

Mrs. E. A. Ralston, attractive young society woman, is pictured above with the emblem on her car that identifies her and over two million other motorists as members of the Goodrich Silvertown Safety League. All members have pledged themselves to drive safely. The emblem also serves a useful purpose as an emergency tail light reflector. All Goodrich dealers are now making a drive for Goodrich Silvertown Safety League memberships in connection with National Safety Week. Motorists are urged to sign up at their nearest Goodrich dealer and get their Safety League Emblem without charge.

RICHMOND MALT & LIQUOR CO

QUALITY DOMESTIC AND IMPORTED LIQUORS AND WINES

This popular store is located at 600 Macdonald Avenue, telephone 418, Richmond. Mr. O. H. "Bob" Stoffers, the manager, also caters to hunters and fishers, by carrying a line of sporting goods, such as will delight the hearts of hunters and anglers everywhere.

The American people may choose their liquid refreshment with the thought of quality in mind, rather than availability. It was to meet the demand of the discriminating public along those same lines that the Richmond Malt and Liquor Company was founded.

This store handles the very finest grades of liquors from the foremost distilleries of the country. Their different brands of liquors are manufactured of the finest ingredients that money can buy, and the makers stake their reputation on the quality of their products.

The Richmond Malt and Liquor Company has every veriety of straight whiskey, bourbon, rye, scotch, cordials, liquors, and gin of every price and quality, and the best of domestic and imported wines on hand at all times. These are sold at extremely moderate prices, prices that are within the reach of everyone.

This store is a real industrial asset to this community. They have local citizens on their payroll, pay a large amount of taxes and license fees to the city, county, state and Federal governments. They are helping in every way to make this section prosper and in this Industrial Magazine we take a great deal of pleasure in recommending the Richmond Malt and Liquor Company as a real public spirited institution. We assure you that their products are good beverages.

MARTEN'S BAKERY

This bakery is located at 1 Park Place, telephone 1380, in Richmond.

This modern establishment, engaged in the production of baked goods of superior quality, is numbered among the highest class of sanitary bakeries not only of this section but this part of the state. The popularity of Marten's Dainty Sliced Bread is strongly and surely attested in the large and rapidly increasing patronage Marten's Quality Bakery is enjoying.

Success and happiness depend upon health, and health depends upon the quality of foods we eat. Good bread is essential to every man, woman and child in America. Today the resonsibility of making good bread has been placed upon the baker.

Nothing is used in their products but the very best grades of flour, pure milk, sugar, salt, shortening and other ingredients, and they are mixed and baked under a scientific, clean and sanitary condition by thoroughly experienced and skilled workmen.

See that in your next grocery list you include a loaf or two of Marten's Dainty Sliced Bread and you will always get delicious goodness and satisfaction. In this Industrial Magazine we take pleasure in recommending Marten's Quality Bakery and their products to all of our readers.

Air Minded in 1865

An "air voyage" nullification clause was in a life insurance policy written in 1865.

Conquering Difficulties

The wise and the active conquer difficulties by daring to attempt them.

CLASSIFIED DEPARTMENT

AGENTS

Sell adv. pencils, yardsticks, fans, fly swatters, etc.; samp. furn. producers; com. pd. wkly. Polka Dot Specialty Co., Nashville, Tenn.

AIDS TO WRITERS

Stories, ideas, lyrics corrected, revised, made marketable. L. DURST. Members of Pac. Coast Press Assn., 1611 Vallejo Street, San Francisco.

BEAUTY SCHOOLS

Women! Learn Beauty Culture, earn big money. Enroll in this Honor Emblem School. We furnish part time work to help defray expenses. For FREE folder, write Euretta Grove, Director, Don Lux Academy, 948 Market St., San Francisco.

BOATS AND SUPPLIES

Large selection of fine used outboards. All sizes and makes also new Johnson Seahorses. Priced from $25. B. H. Hebgen Co., Ltd., 326 Market St., San Francisco.

BUSINESS OPPORTUNITIES

Make money in a Circulating Library; Send $1.00 for instruction book; The Book Service, 1125 Russ Bldg., San Francisco.

BUS TRANSPORTATION

Free Meals and Pillows
Lowest Fares to All Points
ALL AMERICAN BUS LINES INC.
For information consult your local agent or
Los Angeles: 629 S. Main TR. 0951
San Francisco: 40 Eddy EX. 2986

BUST DEVELOPER

Non-Fattening health food, pleasant to take, guaranteed results. Call or write Elga Laboratories, 811 Howard Bldg., 209 Post St., San Francisco. Garfield 0795.

COMMERCIAL ART

Spare time opportunity to learn offered by leading art firm. Those with talent write for free qualifying art test and catalog. Meyer Both Co., 307 Hearst Bldg., San Francisco.

HOTELS

Glen Royal Hotel
940 Sutter St. Ordway 1414
San Francisco
CENTRALLY LOCATED
DINING ROOM IN CONNECTION
RATES FROM $2.00

When in San Francisco
THE STRATFORD (Fireproof)
242 Powell at Geary
$1.00 & up $1.50 & up with bath

LEATHER CLEANING

GLOVES—LEATHER JACKETS
Cleaned and retinted.
Mail orders given prompt attention.
Retail and wholesale.
1795 Market JACKET SHOP San Francisco

MUSIC

Hawaiian Guitar. Teach yourself and others, play any music, actual pitch, Chord, sing in 10 minutes. Complete Harmony course $1. Box 1463, San Francisco.

PERSONALS

Mexican Divorces. No publicity. American Attorney. Box 1736, El Paso, Texas.

Alcoholism
Conquered by the
FAMOUS HALCO SANITARIUM TREATMENT
Phone or write for free booklet
Halco
5538 Telegraph, Oakland. PI. 6161

Any girl in trouble or distress apply to Mrs. Colonel S. Harris, the Salvation Army Headquarters, 115 Valencia St., San Francisco.

PIPE

Irrigation Pipe - Surface Pipe, Plain & Gated - New & Used, Pert-O-Rain Low-pressure Sprinkler Systems. Write fully. W. R. Ames Co., 150 Hooper, S. F.

Pipe, Casing, Tubing, for water, gas, air, irrigation, culvert & posts, new and reconditioned, sizes ⅛" up to 30". Complete stock of fittings and valves. We can save you money. Key Pipe & Supply Co. 1362-7th St., Oakland.

SAVE ON PIPE
VALVES — FITTINGS
Tested reconditioned pipe at attractive prices. Write for prices and booklet.
PACIFIC PIPE CO.
207 Folsom St. San Francisco

Pipe & Casing—Valves & Fittings, Reconditioned & New—Tested & Guaranteed. Save Money at PIONEER PIPE CO., 654 Townsend, San Francisco—Underhill 0800.

STEAMSHIP TICKETS

Steamship Tickets, Tours, Cruises — All lines, all ships. Write to American Express Travel Service, 253 Post St., San Francisco, Calif.

TOUPEE MAKING

Wigs & Toupees made by M. Boxer defy detection. 328 Sutter Street, San Francisco.

Keeping Up With Science

By Science Service

© Science Service.—WNU Service.

Device That Tests Surface Accuracy Is Mechanical Marvel

By WATSON DAVIS

New York.—A human hair about 15 feet across. That is what it would be if it were magnified with one of the latest testing devices for automobile parts.

One of the wonders of modern mechanical engineering is the routine measurement of finely finished surfaces so smooth that magnification of the order of 50,000 times is necessary. So exacting have become the demands of modern machine shop practice that the working surfaces of anti-friction bearings, for instance, require great accuracy and smoothness. Surface irregularities less than a hundred thousandth of an inch (10 micro-inches) are cause for rejection.

A machine that measures so finely with the rapidity necessary in actual production, has been achieved. The profilometer, as it is called, has a tiny point that traces the most molecular surface irregularities. This varies the current flowing through a magnet and this current is sent through special amplifiers and circuits. Thus, electrically, there is created that high magnification necessary.

Record Written by Light.

The magnified replica of the surface desired is the light-written record of the oscillograph into which the current is fed. If a permanent record is desired, a motion picture camera is aimed at the waving light line of the oscillograph.

How far machine shop precision has traveled during the age of power will be realized when it is recalled that Watt, inventor of the steam engine, was elated when he found that Wilkinson's boring mill could machine an engine cylinder true to within the thickness of a shilling.

The dawn of precision in machinery came when the system of interchangeable parts was adopted early in the last century. Arms factories in Connecticut pioneered in measuring accurately with gauges.

With accuracy increased many fold, this is the principle that underlies the machine age of today.

Asbestos Is Costly and America Hasn't Much of It

Washington. — Asbestos, magic wicking material once used in the non-burnable wicks of the ever-burning lamps tended by the Vestal virgins of Rome, and now a part of nearly every farmer's oil stove, is not a single mineral, but a trade term applied to a number of fibrous materials, Dr. Oliver Bowles, of the United States bureau of mines, told the Geological society of Washington.

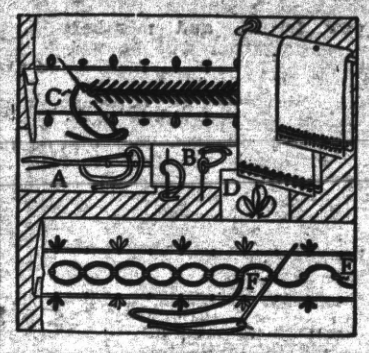
Commonly found associated with serpentine rocks, from which it is formed by alteration and recrystallization, asbestos varies in value from $750 a ton for inch-long fibers of chrysotile (a very high grade), down to less than the cost of mining for the short-fibered poorer grades. The greatest problem in asbestos production, Doctor Bowles said, is to separate the asbestos from the rock without breaking the fibers.

Not well supplied with asbestos, the United States has commercially-productive deposits only in Vermont and Arizona. Most of our supply today is imported from Canada, with the other producers—South Africa and Soviet Russia—sending small amounts.

HOW to SEW

By RUTH WYETH SPEARS

THESE borders you will find easy to make. All six strands of six-strand mercerized embroidery thread are used. Crease 1¾ inch hems first. Draw threads of the material to make straight guide lines for the embroidery. Sew the



hems by hand after the embroidery is done.

The top border is royal blue and turkey red. To make the straight lines at the sides, couch blue thread in place with red as at A. The loop stitches along the edge are made as at B. The vertical loops are red and the smaller horizontal loops blue. The fish-bone stitch in the center is made in red as at C.

The lower border is light yellow and orange. The edge lines are yellow, couched in place with orange. The alternating groups of yellow and orange ray stitches along the edge are made as at D. For the center chain make evenly spaced yellow stitches in double thread as at E, then weave orange thread through them as at F.

Readers who have received their copy of Mrs. Spears' book on Sewing, for the Home Decorator, will be pleased to know that Book No. 2 is now ready. Ninety embroidery stitches are illustrated; fabric repairing; also table settings; gifts; and many things to make for yourself and the children. If you like hand work you will be pleased with this unique book of complete directions for every article illustrated. Price 25 cents postpaid (coin preferred). Ask for Book 2 and address Mrs. Spears, 210 S. Desplaines St., Chicago, Ill.

Wise and Otherwise

Old rhyme revised: He who yields the right of way will live to walk another day.

Some young men only come out of their shell when a girl eggs them on.

Mighty few women are "talked about" as much as they would like people to think.

Some people go wrong through poverty. Others because they just coin money.

Work That You Can "Carry With You"

You, too, can enjoy the luxury of beautiful lace . . . all you need is a crochet hook and some inexpensive string. Carry them with you wherever you go and make a square—(it is just a square)—at a time. Sew them together to form cloths, scarfs, bedspreads, or pillows. There's rare charm in this Italian-type lace . . . smart, exclusive and long-wearing. In pattern 6030 you will find complete instructions for making the square shown; an illustration of it and all stitches used; material requirements; a photograph of the square.

Pattern 6030.

To obtain this pattern, send 15 cents in stamps or coins (coins preferred) to The Sewing Circle, Household Arts Dept., 259 W. 14th Street, New York, N. Y.

Wrote About Strait of Magellan

After he had discovered the strait of Magellan more than 400 years ago, Ferdinand Magellan sat himself down and observed on paper: "I think there is not in the world a more beautiful country or a better strait than this one; at every half league there is a good port and a place for anchoring, good waters, wood of all cedar, a very sweet herb named 'appio,' and fish like sardines."

Our Biggest Industry

Robert M. Hutchins, in the Saturday Evening Post, says: "Education is our biggest industry. It has a $10,000,000,000 plant, and is, therefore, bigger than anything in the country except, of course, the national debt. It employs 1,500,000 persons, and, therefore, has the nation's longest pay roll. It ministers daily to 30,000,000 human beings . . . It spends $2,500,000,000 a year."

MEN LOVE GIRLS WITH PEP

If you are peppy and full of fun, men will invite you to dances and parties. BUT, if you are cross, lifeless and tired, men won't be interested. Men don't like "quiet" girls.

For three generations one woman has told another how to go "smiling through" with Lydia E. Pinkham's Vegetable Compound. It helps Nature tone up the system, thus lessening the discomforts from the functional disorders which women must endure.

Make a note NOW to get a bottle of world-famous Pinkham's Compound today WITHOUT FAIL from your druggist—more than a *million* women have written in letters reporting benefit.

Why not *try* LYDIA E. PINKHAM'S VEGETABLE COMPOUND?

"Black Leaf 40"
KILLS INSECTS
ON FLOWERS • FRUITS
VEGETABLES & SHRUBS
Demand original sealed bottles, from your dealer

KILL ALL FLIES

Placed anywhere, Daisy Fly Killer attracts and kills flies. Guaranteed, effective, Neat, convenient—Cannot spill—Will not soil or injure anything. Lasts all season. 20c at all dealers. Harold Somers, Inc., 150 De Kalb Ave., BKLYN, N.Y.
DAISY FLY KILLER

CHEW LONG BILL NAVY TOBACCO 5¢ PLUG

"IT'S A BARGAIN IN SMOOTH SMOKIN'—"
That's how Mark Tripp describes this faster-rolling, mellower "makin's" tobacco

Copyright, 1936, R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

PRINCE ALBERT
THE NATIONAL JOY SMOKE

"FELLOWS who catch onto this swell 'makin's' tobacco ought to spread the good news," says Mark, talking about Prince Albert. "I can afford the best tobacco because each P. A. 'makin's' smoke costs so little—what with gettin' around 70 grand 'makin's' cigarettes per tin. Prince Albert rolls faster and firmer. It's got a full-bodied taste that makes the grandest smoke of a lifetime." (Pipe-smokers say the same about P.A.'s smoking joy.)

70 fine roll-your-own cigarettes in every 2-oz. tin of Prince Albert

SO MILD SO TASTY

RICHMOND PROGRESS

"The Friendly Newspaper That Dares to Tell The Truth"

Entered as second-class matter at the Post Office at Richmond, California, March 15th, 1935, under the Act of March 3, 1879

A LEGAL NEWSPAPER

Determined a newspaper of general circulation (as defined by Sec. 4460 of the Political Code by the Superior Court of Contra Costa County, State of California

Harry R. Burt, Editor and Publisher

Published Every Monday at 24 W. Richmond Av., Richmond, California
The RICHMOND PROGRESS is a continuation of and entitled to all the rights of the POINT RICHMOND PROGRESS. Estab. 1933.
Subscription rates: $2.00, the year; $1.25, six months; 75c, 3 mos.

Ladies Play Safe

Part of the Progress staff visited Martinez last week and just in case some mysterious crime were to be committed in the Point, we went to the Sheriff's Office and were fingerprinted in order to play safe. Johnny Miller should suspect us. We could prove an alibi by elimination.

Believed in Physical Morality

It was Herbert Spencer, the Victorian philosopher, who taught that there is such a thing as physical morality.

Hero Dies

Still another death of interest to readers of the Progress is that of Chester Johnson, 27, who was drowned in the San Joasuin River while endeavoring to save the life of a companion last week near Antioch.

At the time of his death he was a resident of Sunnyvale, but formerly lived at the Point when his father was employed by the Standard Oil Company.

READ THE PROGRESS

Church Reunion

June 12, Trinity Church invites the members of the congregation who were present at the early services held in the Church, especially those present at the dedication, and it is hoped Dean Edgar F. Gee of St. Peters, Oakland, will be with us, as he is about the only remaining member of the Cathedral Staff present at the dedication, now living.

Holy Communion will be administered with the Rev. J. A. TenBroeck as celebrant. All old and new friends and members of the congregation will be welcomed.

Leslie Stanley of Crescent City, spent the week end holidays with his parents, Mr. and Mrs. J. E. George on Belvedere Aveune.

Naming Baffin Bay

Baffin Bay is named for the explorer William Baffin.

LEGAL NOTICE

NOTICE OF SALE OF MOTOR VEHICLE

Pursuant to the provisions of Section 427-428 of the Vehicle Code of the State of California, notice is hereby given that we will sell to the highest bidder for cash in hand, one Chevrolet Coach, Engine No. 3003527, to satisfy a mechanic's lien.

Said sale will be held on our premises at the hour of 10 A. M. on June 13.

DAVIS AUTO EXCHANGE,
R. F. D., Box 840,
Richmond, Calif.

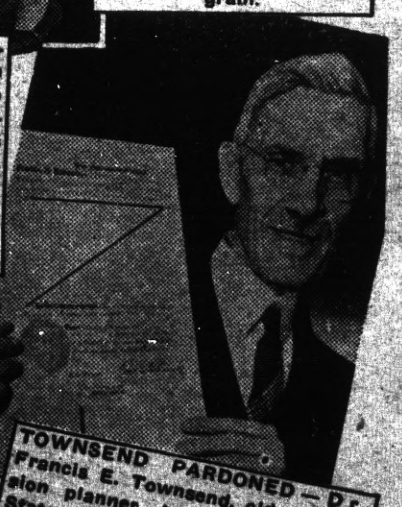
Publish May 30th, June 6, June 13.

In The WEEK'S NEWS

DEAN GOES TO CUBS FOR THREE PLAYERS AND $185,000—Curt Davis, Dizzy Dean, Tucker Stainback and Clyde Shoun (left to right) as the group met following the announcement of the trade with St. Louis Cardinals.

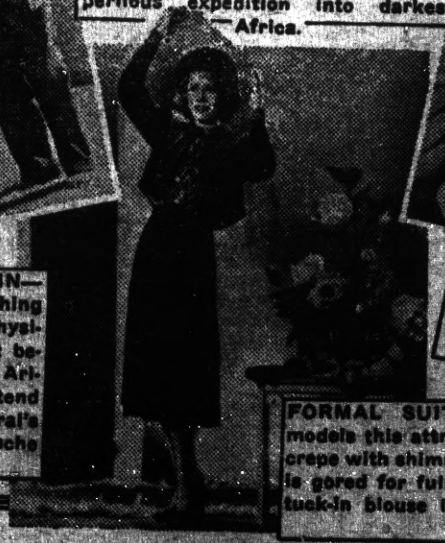
GOOD WRITING MEETS GOOD FORTUNE — What better place than a circus to celebrate when you've just won $1,000 as first of the daily prize winners in the current Camay "$1,000 A Day" contest? So here is Miss Edith Koerner of Patchogue, N. Y., at Madison Square Garden patting a Ringling Brothers elephant for more good fortune. Contest details are heard daily from coast to coast over the "Pepper Young's Family" radio program.

BUILT TO TAKE IT—Safety demands the very best equipment when going into the dangerous Belgian Congo for an eighteen months adventure. Commander Attilio Gatti is shown inspecting the Goodyear All-Weather Truck Tires which he selected for use on his International Trucks and Jungle Yachts during his perilous expedition into darkest Africa.



TOWNSEND PARDONED — Dr. Francis E. Townsend, old-age pension planner, leaving the United States Marshal's office with the presidential pardon he received instead of the 50-day jail term he faced for contempt of the House of Representatives.

UP AND ABOUT AGAIN—General John J. Pershing (left) poses with his physician, Dr. Davidson, just before they left Tucson, Arizona for New York to attend the wedding of the General's son Warren to Muriel Bache Richards.



FORMAL SUIT—For formal wear, Irene Dunne models this attractive bolero ensemble of black wool crepe with shimmering sequin blouse. The belted skirt is gored for fullness and the glittering high necked tuck-in blouse is of blue crepe with blue and gold sequins.

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AS COMIC ARTISTS SEE THE WORLD

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And You Can't Stop Him From That

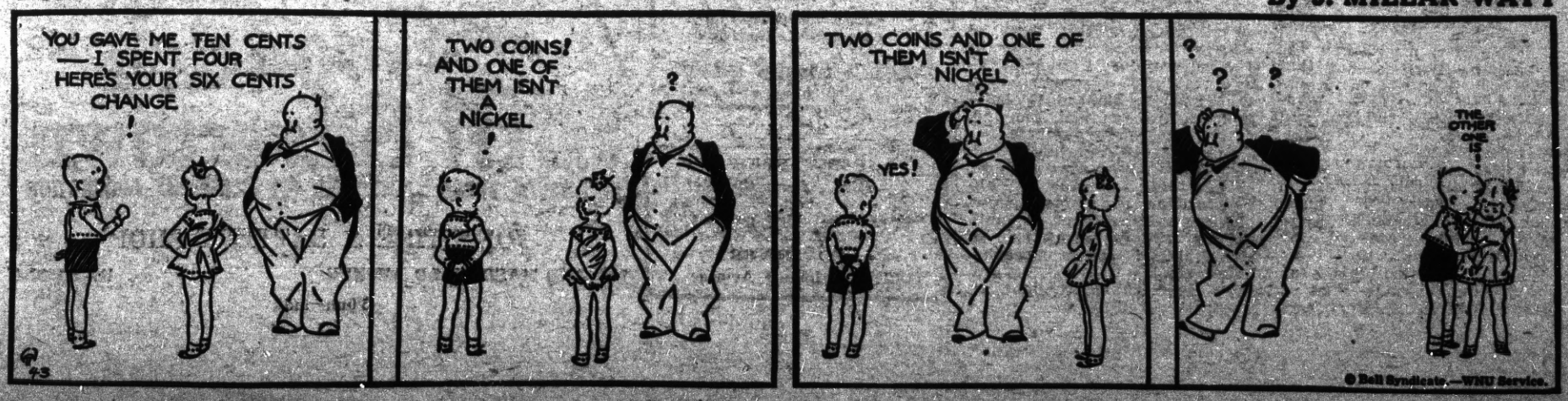
FINNEY OF THE FORCE By Ted O'Loughlin

Can You Tie It?

'KEEPING UP WITH THE JONESES' — Dolan's Sleuthing (Continued) **By POP MOMAND**

S'MATTER POP—Whoa! **By C. M. PAYNE**

POP—Counted Out **By J. MILLAR WATT**



HARMONY OF BODY MIND AND SPIRIT

By Taniz Tanagra

THE GREAT SOURCE

The human heart is sometimes a source of great wonder to me. It can hold dreams and hopes and have the courage to go forward in the face of desperate or destitute circumstances —in spite of the years that lie ahead and seem to hold only emptiness . . . in the face of physical afflictions.

Certainly we have been endowed with great strength of spirit. Some of us use this strength and call upon its source in ore form or another and push on . . . others there are who only sit and moan.

This great power this supply is ever present . . . call it by any one of the many names given it down through the ages and voiced in religions, creeds or philosophy, it yet remains the same in essence.

If we liken this power to say electricity for instance, we find we can press a button and have a room flooded with light, or not press the button and sit in darkness. Just so if in our time of need we call upon this power and those qualities we each have no matter how submerged, we can use it to lighten our burdens and light our way through the dark corridors of suffering and hardship, or we can sit in darkness because we neither used nor called upon that source that stands ready to help us.

It seems to me it is not so much what we believe (that is what particular path of religion, creed or philosophy we follow) but how well we believe, use and live it. Surely all good must emanate from and find its way to the same source, regardless of the particular path one follows.

Tanis Tanagra flew to Hollywood last week where she supervised a dance routine at Paramount Studio for a forthcoming picture. While there she attended a dinner given in her honor at Hindu House by a group of East Indian friends, followed by an interesting evening of native music and general discussion on India and her problems.

Miss Tanagra, a teacher of the Denishawn dancing and graduate of several fine schools of the dance. Is at present giving a course for older women at both her home studio on the Point and in San Francisco yhich she calls the "Body Beautiful Life Interest Course."

Charlie Baker's Big Dance Show to be at Roosevelt Auditorium on June 9th

LOCAL DANCING IMPRESARIO HAS ARRANGED FINE SHOW, DANCING, SINGING, & INSTRUMENTAL. PUBLIC IS INVITED.

Premier dance maestro of Richmond is Charlie Baker who instituted the Baker Dance Studio some years ago on Twelfth Street. Since that time his activities have expanded to encompass Sacramento, Stockton, Oakland and other cities.

At least once a year Charlie Baker puts on a big show for his pupils, this year at the Roosevelt Auditorium, Thurs. June 9th, in which his prize pupils perform, assisted by guest artists.

On the program this year will be the accordion band of Jonnie Toffoli, N. B. C. accordion ace. Also Miss Raye Criswell who will demonstrate 16 styles of tap, showing the development of this form of dancing from its inception to the present day. Barney Johnson will give a song medley, other songs. Richard Wallace will perform, as will Lee and Owen, pedestal acrobats.

When it is considered that Mr. Baker seems always more than willing to give of his and arange shows for many of our public-spirited organizations it does seem as if there should be a packed house for Charlie Baker's show next Thursday night at Roosevelt Auditorium.

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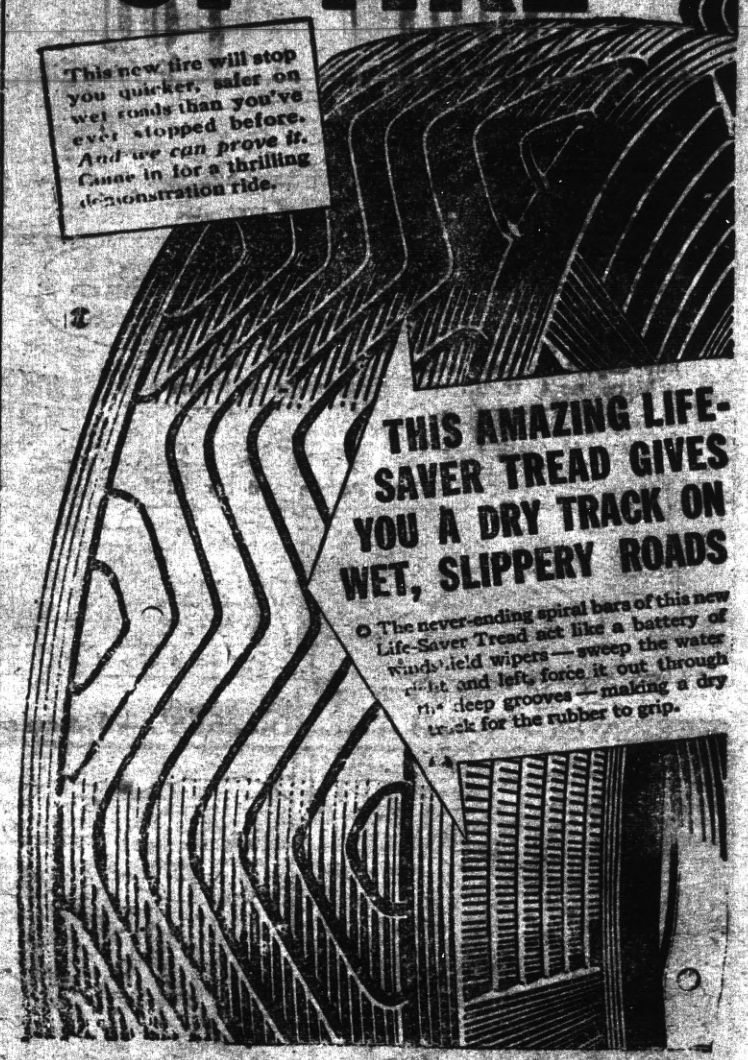

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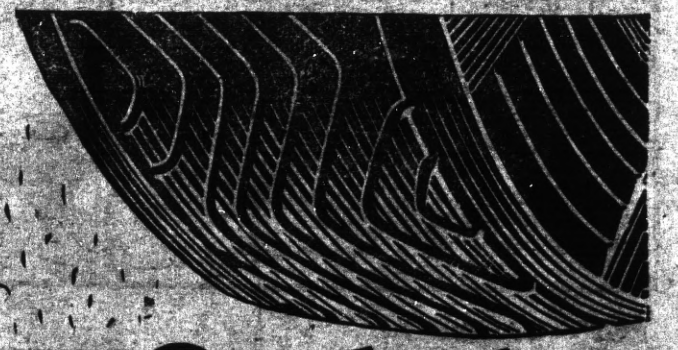

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